

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear Rich:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per 6M promoted case shipped to retail on a timely basis. This equates to \$19.00 (4 (6M) case(s) @ \$4.75). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162605

Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-MAY.DOC

51845 8157

MAY DELIVERY
SALEM TEAR TAPE
ELMIRA DISTRIBUTING

PO #042798

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT
DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED*****

Product / Premium Arrival: April 27, 1998
Ship Date to Retail: Week of: May 11, 1998
EFT \$ Amount: \$1,240.68

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

MAY DELIVERY

51845 8158

WHOLESALE : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 800438 80500 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT		TOTAL QTY	CHAIN-ID	SUPPLIER
										M85 QTY	M100 QTY			
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1	1	1	1	4		
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	3	4	3	2	12		
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845			1	1	2		
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	4	2	3	10		
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845			2		2		
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POS	NY	14870	1	1	2	2	6	0990-0000	
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHHELPS	NY	14532	1	1	1	1	4		
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				1		
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POS	NY	14870	3	3	3	3	12		
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1	1	1	1	4		
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4	4	4	4	16		
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1	1	1	1	4		
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1	1	1	1	4		
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1	1	1	3	6		
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869			1	1	2		
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1	1	1	1	4		
162605	162228	762547	CAESARS	2077 LAKE RD	ELMIRA HEIG	NY	14903	2	2	2	2	8		
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1	1	2	1	5		
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FAL	NY	14865			3	1	4		
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904				1	1	0362-0102	046292
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLE	NY	14891	1	1	2	3	7		
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843			1	1	2		

PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 24 27 35 34 120

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 24 27 35 34 120